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AUTHOR Head, Ronald B.
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ABSTRACT

Sixth in Piedmont Virginia Community College's (PVCC's) annual series, this student retention study was conducted to provide collegewide retention rates aggregated by a variety of institutional and student characteristics, and to ascertain major differences between returning and non-returning students. Official end-of-term data for the 1990-91 school year were examined to yield multiple retention measures. Major findings included the following: (1) over one-half of all students enrolled at PVCC during fall 1990 returned and completed spring term 1991; (2) over 80% of all full-time students returned to PVCC, as did over 45% of all part-time students; (3) overall, retention figures for 1990-91 were quite similar to figures for 1989-90 and 1988-89; (4) the retention rate for full-time female students was higher than that for full-time male students (87.8% versus 78%); (5) while in 1988-89 the retention rate for full-time black students had been 22.3% lower than that for full-time white students, in 1990-91, the retention rate for full-time black students (85.3%) surpassed that for full-time white students (82.8%) by 2.5%; (6) the retention rate for returning students was 85.5%, while the rate for new students was 79.2%; (7) retention rates for programs leading toward the Associate of Arts or Associate of Science degree were slightly lower than those for programs leading toward the Associate of Applied Science degree in 1990-91; and (8) demographically, returning and non-returning students were similar, with the exception that approximately two-thirds of the full-time, non-returning students were male. Data tables are provided. (JMC)

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PIEDMONT VIRGINIA COMMUNITY COLLEGE

Student Retention at Piedmont Virginia Community College 1990-1991

Office of Institutional
Research and Planning
Piedmont Virginia
Community College
Charlottesville, Virginia

Research Report
Number 7–91

November 1991

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Ronald B. Head (Author)
Coordinator of Institutional
Research and Planning
Piedmont Virginia
Community College

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Brief No. 91-10

PVCC Institutional Research Brief November 1991

STUDENT RETENTION AT PIEDMONT VIRGINIA COMMUNITY COLLEGE 1990-91

This brief highlights major findings of *Student Retention at Piedmont Virginia Community College: 1990-91* by Ronald B. Head (PVCC Institutional Research Report No. 7-91, November 1991). This study is conducted annually to provide retention rates according to a variety of institutional and student characteristics and to determine whether major differences exist between returning and non-returning students according to these characteristics.

The term *retention rate*, as used in this report, refers to the percentage of students during one term who re-enroll during the subsequent term. In other words, the 1990-91 full-time student retention rate is the percentage of full-time students enrolled during Fall Semester 1990 who returned to PVCC and completed Spring Semester 1991.

Table 1 presents 1990-91 retention rates for all students, full-time equivalent students (FTES), full-time students, part-time students, curricular students, freshmen, and sophomores.

TABLE 1: PVCC Retention Rates (1990-91)

	Fall to Spring		
	No. Returning	No. Not Returning	Retention (Pct.)
Headcount	2313	2024	53.3%
FTES	1251	576	68.5%
Full-Time Students	732	149	83.1%
Part-Time Students	1581	1875	45.7%
Curricular Students	1501	676	68.9%
Freshmen	1080	493	68.7%
Sophomores	421	183	69.7%

SOURCE: VCCS end-of-term AKT tapes. The retention rate refers to the percentage of students returning from one term to the next (returning students divided by both returning and non-returning students).

Retention rates for 1990-91 were similar to retention rates for 1989-90 and 1988-90 and to fall-to-winter retention rates from earlier years. Slightly over one-half of all students enrolled during one term re-enroll at PVCC and complete the subsequent term. Over 80% of all full-time students enrolled during one term re-enroll at PVCC and complete the subsequent term. Approximately two of every three curricular students return from one term to the next. The retention rate for freshmen and sophomores is nearly 70%. Part-time students who return to the college from one term to the next are usually enrolled in programs leading toward degrees and study on the college's main

(Continued on reverse side)

campus. Part-time, non-returning students, on the other hand, are usually non-curricular and study off-campus during the evening.

One finding in the study is worth particular mention. In 1988-89, the retention rate for full-time black students was 22.3% lower than that for full-time white students. The rate was also 8.4% lower than the fall-to-winter rate for full-time black students in 1987-88. However, in 1989-90 the retention rate for full-time black students was only 4.9% lower than that for full-time white students. In 1990-91, the rate was 2.5% *higher* than the rate for whites. Clearly, the initiatives implemented by the college in 1989-90 with respect to minority recruitment and retention have been successful.

STUDENT RETENTION AT

PIEDMONT VIRGINIA COMMUNITY COLLEGE

1990-1991

Ronald B. Head (Author)
Coordinator of Institutional Research and Planning
Piedmont Virginia Community College

Office of Institutional Research and Planning
Piedmont Virginia Community College
Charlottesville, Virginia 22901
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STUDENT RETENTION AT PIEDMONT VIRGINIA COMMUNITY COLLEGE 1990-91

INTRODUCTION

This is the sixth in a series of reports examining retention statistics at Piedmont Virginia Community College (PVCC) during the previous academic year.[1] Retention rates according to a variety of institutional and student characteristics are presented, and an effort is made to determine whether major differences exist between returning and non-returning students.

The term *retention rate*, as used in this report, refers to the percentage of students during one term who re-enroll during the subsequent term. In other words, the 1990-91 full-time student retention rate is the percentage of full-time students enrolled during Fall Semester 1990 who returned to PVCC and completed Spring Semester 1991.

Multiple retention measures are used because the retention rate for all students at a community college is misleading. At PVCC, over 80% of all students typically

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[1]See Ronald B. Head, *Quarterly Student Retention at Piedmont Virginia Community College: 1985-86* (PVCC Institutional Research Report No. 4-86, November 1986); Ronald B. Head, *Quarterly Student Retention at Piedmont Virginia Community College: 1986-1987* (PVCC Institutional Research Report No. 8-87, November 1987); Ronald B. Head, *Quarterly Student Retention at Piedmont Virginia Community College: 1987-1988* (PVCC Institutional Research Report No. 10-88, November 1988); Ronald B. Head, *Student Retention at Piedmont Virginia Community College: 1988-1989* (PVCC Institutional Research Report No. 8-89, November 1989); and Ronald B. Head, *Student Retention at Piedmont Virginia Community College: 1989-1990* (PVCC Institutional Research Report No. 7-90, November 1990).

study part-time, and approximately 50% enroll as non-curricular students. Many of these students do not intend to re-enroll at the college during the subsequent term.

Although multiple retention measures are reported, the emphasis in this study is upon full-time students. Full-time students are usually enrolled in degree programs and can be expected to re-enroll at the college each term until they graduate.

It should be noted that during 1988-89 the Virginia Community College System (VCCS) converted from a quarterly academic calendar to a semester calendar. In the quarter system, there were four terms per year (Summer Quarter, Fall Quarter, Winter Quarter, and Spring Quarter); now there are three terms (Summer Semester, Fall Semester, and Spring Semester). Under the quarter calendar, retention figures were collected twice, once between Fall Quarter and Winter Quarter, and once between Winter Quarter and Spring Quarter. Under the semester calendar, retention figures are collected only once, between fall and spring semesters, and these are the annual, as well as semester, retention figures.

METHODOLOGY

Data in this report were collected by means of a Fortran program which used data from the STUDAGE file located on end-of-term AKT tapes. The source code for this program, as well as sample output, was included in the retention study for 1988-89.[2]

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[2] *Op.Cit.*, pp. 19-37.

The advantage of using official end-of-term data is that retention statistics can then be compared to other end-of-term data. The total number of returning and non-returning students by category, as reported here, is the same number as reported in the VCCS Student Enrollment Booklets and used in other PVCC institutional research reports.

As noted in previous studies, two limitations of both the program and the study should be noted. First, no effort has been made to link retention data to student objectives. Quite simply, data relating to student objectives were not conveniently available. Secondly, retention within a semester has not been measured. Students enrolling at the beginning of a semester but withdrawing before the end of the semester are not counted as enrolled students during that term. Similarly, students completing, say, the Fall Semester, re-enrolling during the Spring Semester, and then withdrawing midway through the Spring Semester are counted as non-returning students.

RETENTION RATES

Retention rates for the 1990-91 academic year are presented in Table 1. Included in this table are the retention rates for all students (headcount), full-time equivalent students (FTES), full-time students, curricular students, freshmen, and sophomores.

TABLE 1: PVCC RETENTION RATES (1990-91)

	Fall to Spring		
	No. Returning	No. Not Returning	Retention (Pct.)
Headcount	2313	2024	53.3%
FTES	1251	576	68.5%
Full-Time Students	732	149	83.1%
Part-Time Students	1581	1875	45.7%
Curricular Students	1501	676	68.9%
Freshmen	1080	493	68.7%
Sophomores	421	183	69.7%

SOURCE: VCCS end-of-term AKT tapes. The retention rate refers to the percentage of students returning from one term to the next (returning students divided by both returning and non-returning students).

Over one-half of all students enrolled at PVCC during Fall Semester 1990 returned and completed Spring Semester 1991. Approximately two of every three FTES (full-time equivalent students) returned, as did curricular students, freshmen, and sophomores.[3] Over 80% of all full-time students returned to PVCC, as did over 45% of all part-time students.

[3]One FTES is equivalent to 15 student credit hours. In this respect, the FTES retention rate is calculated as follows: (1) the number of credit hours for both returning and non-returning students are totalled; (2) The FTES figures for both returning and non-returning students are calculated (the credit hour figures are divided by 15); and (3) the retention rate is the percentage of returning FTES.

A full-time student is any student carrying a student load of 12 or more credit hours during any single term. A curricular student is any student actually enrolled in an educational program leading toward a degree, certificate, or diploma.

Retention figures for 1990-91 were quite similar to figures for 1989-90 and 1988-89, as well as to figures from earlier years between Fall Quarter and Winter Quarter. As can be seen in Table 2, figures for 1984-85 through 1990-91 were quite consistent.

TABLE 2: PVCC RETENTION RATES (1984-85 THROUGH 1990-91)

Category	1984-85 Fall to Winter	1984-85 Winter to Spring	1985-86 Fall to Winter	1985-86 Winter to Spring	1986-87 Fall to Winter	1986-87 Winter to Spring	1987-88 Fall to Winter	1987-88 Winter to Spring	1988-89 Fall to Spring	1989-90 Fall to Spring	1990-91 Fall to Spring
FTES											
No. Returning	1004	918	1036	975	1089	986	1201	1105	1161	1211	1251
No. Not Returning	520	380	514	417	547	435	570	451	537	589	576
Retention	65.9%	70.7%	66.8%	70.0%	66.6%	69.4%	67.8%	71.0%	68.4%	67.3%	68.5%
HEADCOUNT											
No. Returning	1895	1761	1990	1857	2175	1923	2271	2078	2179	2291	2313
No. Not Returning	1773	1454	1857	1524	1964	1722	2090	1646	2019	2163	2024
Retention	51.7%	54.8%	51.7%	54.9%	52.5%	52.8%	52.1%	55.8%	51.9%	51.4%	53.3%
CURRICULAR STUDENTS											
No. Returning	1159	1093	1227	1187	1272	1190	1434	1352	1503	1454	1501
No. Not Returning	542	423	528	431	581	500	726	540	756	700	676
Retention	68.1%	72.1%	69.9%	73.4%	68.6%	70.4%	66.4%	71.5%	66.5%	67.5%	68.9%
FULL-TIME STUDENTS											
No. Returning	551	508	553	534	562	532	678	600	673	698	732
No. Not Returning	133	72	103	84	113	65	121	81	127	139	149
Retention	80.6%	87.6%	84.3%	86.4%	83.3%	89.1%	84.9%	88.1%	84.1%	83.4%	83.1%
FRESHMEN											
No. Returning	837	701	942	767	947	789	1087	934	1121	1024	1080
No. Not Returning	443	343	437	351	462	403	573	437	601	535	493
Retention	65.4%	67.1%	68.3%	68.6%	67.2%	66.2%	65.5%	68.1%	65.1%	65.7%	68.7%
SOPHOMORES											
No. Returning	322	392	285	420	325	401	347	418	382	430	421
No. Not Returning	99	80	91	80	119	97	153	103	155	165	183
Retention	76.5%	83.1%	75.8%	84.0%	73.2%	80.5%	69.4%	80.2%	71.1%	72.3%	69.7%

SOURCE: VCCS end-of-term AKT tapes. The retention rate refers to the percentage of students returning from one term to the next (returning students divided by both returning and non-returning students).

Table 3 presents 1990-91 retention rates for PVCC full-time students by demographic characteristics. The retention rate for women was higher than that for men. With respect to race, the retention rate for full-time black students was higher than that for full-time white students. Not only is this a reversal of the findings in last year's study, but the retention rate for full-time black students was much higher in 1990-91 than it was in 1989-90 or in 1988-89. This is one indication that the college's minority recruitment and retention efforts, first initiated in 1989-90, are having a positive effect. The mean and median ages of returning and non-returning students were the same, and retention rates were approximately the same across different age brackets. There seems to be little, if any, relationship between distance from PVCC and retention. The retention rates within the PVCC service region ranged from 81.3% in Greene County to 96.0% in Buckingham County. The average retention rate for the service region as a whole was 83.8%.

TABLE 3: PVCC FULL-TIME STUDENT RETENTION RATES BY DEMOGRAPHIC CHARACTERISTICS (1990-91)

Category	No. Returning	No. Not Returning	Retention (Pct.)
SEX			
Male	329	93	78.0%
Female	403	56	87.8%
RACE			
White	624	130	82.8%
Black	87	15	85.3%
Amer. Indian	1	0	100.0%
Asian/Pacific	18	1	94.7%
Hispanic	2	0	100.0%
Other	0	3	0.0%
AGE			
Under 18	4	2	66.7%
18-21	470	98	82.7%
22-24	92	21	81.4%
25-34	117	21	84.8%
35-44	43	7	86.0%
45-59	6	0	100.0%
Over 60	0	0	--
Mean	22	22	
Median	20	20	
RESIDENCE			
Albemarle	268	57	82.5%
Buckingham	24	1	96.0%
Charlottesville	171	37	82.2%
Fluvanna	42	5	89.4%
Greene	39	9	81.3%
Louisa	42	6	87.5%
Nelson	34	5	87.2%
IN-DISTRICT	620	120	83.8%
OUT-of-District	94	26	78.3%
Out-of-State	18	3	85.7%
TOTAL	732	149	83.1%

SOURCE: VCCS end-of-term AKT tapes. The retention rate refers to the percentage of students returning from one term to the next (returning students divided by both returning and non-returning students).

Table 4 presents 1990-91 retention rates of PVCC full-time students by selected enrollment characteristics. As might be expected, the retention rate for returning students was higher than that for new students. As might also be expected, the retention rate for curricular students was higher than that for non-curricular (unclassified) students.

Retention rates according to demographic and enrollment characteristics were similar to rates reported last year, as well as to fall-to-winter rates reported for earlier years.

TABLE 4: PVCC FULL-TIME STUDENT RETENTION RATES BY ENROLLMENT CHARACTERISTICS (1990-91)

Category	No. Returning	No. Not Returning	Retention (Pct.)
New	271	71	79.2%
Returning	461	78	85.5%
Day	732	148	83.2%
Evening	0	1	0.0%
On-Campus	732	149	83.1%
Off-Campus	0	0	--
College Transfer	511	99	83.8%
Occup./Technical	150	24	86.2%
Developmental	4	0	100.0%
Unclassified	67	26	72.0%
A.A./A.S.	511	99	83.8%
A.A.S.	148	23	86.5%
Diploma	0	0	--
Certificate	2	1	66.7%
Developmental	4	0	100.0%
Unclassified	67	26	72.0%
TOTAL	732	149	83.1%

SOURCE: VCCS end-of-term AKT tapes. The retention rate refers to the percentage of students returning from one term to the next (returning students divided by both returning and non-returning students).

Full-time student retention rates by academic program for 1990-91 are presented in Table 5. Retention rates for programs leading toward the A.A. (Associate of Arts) or A.S. (Associate of Science) degrees were on the whole slightly lower than those for programs leading toward the A.A.S. (Associate of Applied Science) degree. Only two-thirds of all students enrolled in programs leading toward certificates during Fall Semester 1990 returned to PVCC and completed Spring Semester 1991. The retention rate for all certificate programs was 66.7%, as compared to 50% in 1989-90 and 100% in 1988-89. However, the actual numbers of returning and non-returning

students within programs leading toward certificates or diplomas were so small that meaningful conclusions cannot be safely drawn.

Full-time student retention rates by academic program for the seven-year period 1984-85 through 1990-91 are presented in Table 6. As can be seen, 1990-91 rates were similar to 1989-90 and 1988-89 rates and to fall-to-winter rates for 1984-85 through 1987-88. In the few instances where the figures have not been consistent, the inconsistencies have been largely due to small numbers of students in individual, academic programs.

TABLE 5: PVCC FULL-TIME STUDENT RETENTION RATES BY ACADEMIC PROGRAM (1990-91)

Program	No. Returning	No. Not Returning	Retention (Pct.)
Business Admin.	128	24	84.2%
Education	29	4	87.9%
Fine Arts	26	4	86.7%
General Studies	105	24	81.4%
Liberal Arts	153	28	84.5%
Science	70	15	82.4%
A.A./A.S. TOTALS	511	99	83.8%
Accounting	15	1	93.8%
Computer Info. Systems	21	11	65.6%
Drafting & Design	5	1	83.3%
Electronics	10	1	90.9%
Management	19	5	79.2%
Marketing	5	0	100.0%
Nursing	36	0	100.0%
Office Systems	18	1	94.7%
Police Science	13	2	86.7%
Respiratory Therapy	6	1	85.7%
Science Laboratory	0	0	--
A.A.S. TOTALS	148	23	86.5%
Arts & Crafts	1	0	100.0%
Career Studies	0	0	--
Clerical Studies	1	1	50.0%
Drafting	0	0	--
Draft Design	0	0	--
Elec./Electronics	0	0	--
Elec. Servicing	0	0	--
Health Technology	0	0	--
Law Enforcement	--	--	--
DIPLOMA/CERT. TOTALS	2	1	66.7%
TOTAL	661	123	84.3%

SOURCE: VCCS end-of-term AKT tapes. The retention rate refers to the percentage of students returning from one term to the next (returning students divided by both returning and non-returning students).

TABLE 6: PVCC FULL-TIME STUDENT RETENTION RATES BY ACADEMIC PROGRAM (1984-85 THROUGH 1990-91)

Program	Fall to Winter 1984-1985	1985-1986	1986-1987	1987-1988	Winter to Spring 1984-1985	1985-1986	1986-1987	1987-1988	Fall to Spring 1988-1989	1989-1990	1990-1991
Bus. Adm.	80%	87%	87%	87%	86%	90%	86%	91%	87%	88%	84%
Education	79%	87%	93%	81%	89%	93%	90%	81%	85%	82%	88%
Fine Arts	78%	93%	83%	86%	100%	73%	83%	94%	84%	67%	87%
Gen Stud.	79%	81%	80%	83%	86%	83%	89%	85%	80%	85%	81%
Lib. Arts	85%	89%	82%	87%	94%	89%	86%	89%	87%	82%	85%
Science	84%	93%	82%	85%	84%	84%	90%	85%	86%	84%	82%
A.A./A.S.	81%	88%	84%	86%	88%	87%	87%	88%	85%	84%	84%
Accounting	92%	100%	85%	79%	100%	100%	100%	100%	69%	85%	94%
Comp.Prg.	--	67%	89%	77%	--	83%	94%	94%	81%	91%	66%
Data Proc.	83%	100%	--	--	82%	80%	--	--	--	--	--
Draft & Des.	--	--	--	94%	--	--	--	69%	90%	71%	83%
Elec.	76%	84%	69%	88%	83%	94%	89%	89%	73%	78%	91%
Management	80%	74%	86%	79%	91%	78%	96%	95%	78%	85%	79%
Marketing			88%	89%			86%	100%	82%	78%	100%
Nursing	100%	89%	100%	97%	95%	90%	94%	90%	100%	95%	100%
Office Sys.	--	--	--	--	--	--	--	--	77%	70%	95%
Police Sc.	53%	100%	84%	95%	79%	94%	94%	79%	85%	91%	87%
Resp. Th.	96%	94%	87%	82%	100%	100%	92%	100%	67%	100%	86%
Secretary	100%	77%	85%	77%	88%	93%	85%	85%	--	--	--
Science Lab.	--	--	--	50%	--	--	--	100%	67%	100%	--
A.A.S.	84%	81%	86%	85%	89%	89%	93%	89%	83%	86%	87%
Art/Craft	100%	--	100%	--	50%	--	100%	--	100%	100%	100%
Career St.	--	75%	100%	89%	100%	100%	100%	50%	100%	50%	--
Child Care	0%	--	--	--	--	--	--	--	--	--	--
Cler. St.	100%	--	--	--	--	--	--	100%	--	--	50%
Drafting	--	100%	100%	--	50%	100%	100%	0%	--	--	--
Draft Des.	80%	86%	100%	100%	100%	100%	100%	--	100%	--	--
Elec./Elec.	--	--	--	--	75%	--	--	--	--	--	--
Elec. Svc.	--	0%	--	--	--	--	100%	50%	--	--	--
Health	100%	100%	100%	--	100%	50%	100%	--	100%	--	--
Law Enf.	--	--	--	--	--	100%	100%	--	--	--	--
DIP.CERT.	82%	79%	100%	90%	79%	93%	100%	50%	100%	50%	67%
TOTAL	81%	86%	85%	86%	88%	88%	89%	88%	85%	85%	84%

SOURCE: VCCS end-of-term AKT tapes. The retention rate refers to the percentage of students returning from one term to the next (returning students divided by both returning and non-returning students).

Retention rates by academic program for 1990-91 are shown for curricular students in Table 7, for freshmen in Table 8, and for sophomores in Table 9. As can be seen, the retention rates for curricular students enrolled in programs leading toward the A.A. or A.S. degree were slightly higher than the rates for students enrolled in programs leading toward the A.A.S. degree and much higher than the rates for those enrolled in

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certificate programs. The same was true with respect to sophomore retention rates, but A.A.S. retention rates for freshmen were nearly the same as A.A./A.S. rates. It should be noted that retention rates for certificate programs may be misleading due to the small numbers or returning and non-returning students involved.

TABLE 7: PVCC CURRICULAR STUDENT RETENTION RATES BY ACADEMIC PROGRAM (1990-91)

Program	No. Returning	No. Not Returning	Retention (Pct.)
Business Admin.	249	96	72.2%
Education	54	14	79.4%
Fine Arts	45	22	67.2%
General Studies	301	163	64.9%
Liberal Arts	270	100	73.0%
Science	125	47	72.7%
A.A./A.S. TOTALS	1044	442	70.3%
Accounting	40	27	59.7%
Computer Info. Systems	62	57	52.1%
Drafting & Design	19	8	70.4%
Electronics	37	13	74.0%
Management	85	48	63.9%
Marketing	15	14	51.7%
Nursing	106	16	86.9%
Office Systems	38	12	76.0%
Police Science	27	15	64.3%
Respiratory Therapy	15	2	88.2%
Science Laboratory	0	0	--
A.A.S. TOTALS	444	212	67.7%
Arts & Crafts	2	0	100.0%
Career Studies	8	14	36.4%
Clerical Studies	1	4	20.0%
Drafting	0	0	--
Draft Design	0	0	--
Elec./Electronics	0	0	--
Elec. Servicing	0	2	0.0%
Health Technology	1	0	100.0%
Law Enforcement	1	2	33.3%
DIPLOMA/CERT. TOTALS	13	22	37.1%
TOTAL	1501	676	68.9%

SOURCE: VCCS end-of-term AKT tapes. The retention rate refers to the percentage of students returning from one term to the next (returning students divided by both returning and non-returning students).

TABLE 8: PVCC FRESHMEN RETENTION RATES BY ACADEMIC PROGRAM (1990-91)

Program	No. Returning	No. Not Returning	Retention (Pct.)
Business Admin.	161	67	70.6%
Education	36	8	81.8%
Fine Arts	32	16	66.7%
General Studies	253	140	64.4%
Liberal Arts	198	77	72.0%
Science	89	35	71.8%
A.A./A.S. TOTALS	769	343	69.2%
Accounting	27	16	62.8%
Computer Info. Systems	47	39	54.7%
Drafting & Design	14	5	73.7%
Electronics	26	9	74.3%
Management	57	28	67.1%
Marketing	8	10	44.4%
Nursing	55	3	94.8%
Office Systems	32	7	82.1%
Police Science	20	10	66.7%
Respiratory Therapy	12	1	92.3%
Science Laboratory	0	0	--
A.A.S. TOTALS	298	128	70.0%
Arts & Crafts	2	0	100.0%
Career Studies	8	14	36.4%
Clerical Studies	1	4	20.0%
Drafting	0	0	--
Draft Design	0	0	--
Elec./Electronics	0	0	--
Elec. Servicing	0	2	0.0%
Health Technology	1	0	100.0%
Law Enforcement	1	2	33.3%
DIPLOMA/CERT. TOTALS	13	22	37.1%
TOTAL	1080	493	68.7%

SOURCE: VCCS end-of-term AKT tapes. The retention rate refers to the percentage of students returning from one term to the next (returning students divided by both returning and non-returning students).

TABLE 9: PVCC SOPHOMORE RETENTION RATES BY ACADEMIC PROGRAM (1990-91)

Program	No. Returning	No. Not Returning	Retention (Pct.)
Business Admin.	88	29	75.2%
Education	18	6	75.0%
Fine Arts	13	6	68.4%
General Studies	48	23	67.6%
Liberal Arts	72	23	75.8%
Science	36	12	75.0%
A.A./A.S. TOTALS	275	99	73.5%
Accounting	13	11	54.2%
Computer Info. Systems	15	18	45.5%
Drafting & Design	5	3	62.5%
Electronics	11	4	73.3%
Management	28	20	58.3%
Marketing	7	4	63.6%
Nursing	51	13	79.7%
Office Systems	6	5	54.5%
Police Science	7	5	58.3%
Respiratory Therapy	3	1	75.0%
Science Laboratory	0	0	--
A.A.S. TOTALS	146	84	63.5%
Arts & Crafts	0	0	--
Career Studies	0	0	--
Clerical Studies	0	0	--
Drafting	0	0	--
Draft Design	0	0	--
Elec./Electronics	0	0	--
Elec. Servicing	0	0	--
Health Technology	0	0	--
Law Enforcement	0	0	--
DIPLOMA/CERT. TOTALS	0	0	--
TOTAL	421	183	69.7%

SOURCE: VCCS end-of-term AKT tapes. The retention rate refers to the percentage of students returning from one term to the next (returning students divided by both returning and non-returning students).

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DEMOGRAPHIC AND ENROLLMENT CHARACTERISTICS OF RETURNING AND NON-RETURNING STUDENTS

Tables 10 and 11 present distributions of both full-time and part-time returning and non-returning students by demographic and enrollment characteristics. Percentages in these tables are by column by group.

TABLE 10: PVCC RETURNING AND NON-RETURNING STUDENTS BY DEMOGRAPHIC CHARACTERISTICS AND FULL-TIME/PART-TIME STATUS (1990-91)

	Full-Time Students				Part-Time Students			
	Returning		Non-Returning		Returning		Non-Returning	
Category	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
SEX								
Male	329	44.9%	93	62.4%	557	35.2%	669	35.7%
Female	403	55.1%	56	37.6%	1024	64.8%	1206	64.3%
RACE								
White	624	85.2%	130	87.2%	1400	88.6%	1631	87.0%
Black	87	11.9%	15	10.1%	149	9.4%	208	11.1%
Amer. Indian	1	0.1%	0	0.0%	1	0.1%	2	0.1%
Asian/Pacific	18	2.5%	1	0.7%	19	1.2%	14	0.7%
Hispanic	2	0.3%	0	0.0%	8	0.5%	12	0.6%
Other	0	0.0%	3	2.0%	4	0.3%	8	0.4%
AGE								
Under 18	4	0.5%	2	1.3%	46	2.9%	31	1.7%
18-21	470	64.2%	98	65.8%	261	16.5%	250	13.3%
22-24	92	12.6%	21	14.1%	186	11.8%	211	11.3%
25-34	117	16.0%	21	14.1%	561	35.5%	627	33.4%
35-44	43	5.9%	7	4.7%	370	23.4%	468	25.0%
45-59	6	0.8%	0	0.0%	126	8.0%	235	12.5%
Over 60	0	0.0%	0	0.0%	31	2.0%	53	2.8%
Mean	22		22		31		33	
Median	20		20		30		32	
RESIDENCE								
Albemarle	268	36.6%	57	38.3%	607	38.4%	754	40.2%
Buckingham	24	3.3%	1	0.7%	27	1.7%	28	1.5%
Charlottesville	171	23.4%	37	24.8%	450	28.5%	472	25.2%
Fluvanna	42	5.7%	5	3.4%	88	5.6%	121	6.5%
Greene	39	5.3%	9	6.0%	124	7.8%	135	7.2%
Louisa	42	5.7%	6	4.0%	55	3.5%	85	4.5%
Nelson	34	4.6%	5	3.4%	53	3.4%	67	3.6%
IN-DISTRICT	620	84.7%	120	80.5%	1404	88.8%	1662	88.6%
Out-of-District	94	12.8%	26	17.4%	145	9.2%	183	9.8%
Out-of-State	18	2.5%	3	2.0%	32	2.0%	30	1.6%
TOTAL	732	100.0%	149	100.0%	1581	100.0%	1875	100.0%

SOURCE: VCCS end-of-term AKT tapes.

TABLE 11: PVCC RETURNING AND NON-RETURNING STUDENTS BY DEMOGRAPHIC CHARACTERISTICS AND FULL-TIME/PART-TIME STATUS (1990-91)

	Full-Time Students				Part-Time Students			
	Returning		Non-Returning		Returning		Non-Returning	
Category	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
New	271	37.0%	71	47.7%	399	25.2%	695	37.1%
Returning	461	63.0%	78	52.3%	1182	74.8%	1180	62.9%
Day	732	100.0%	148	99.3%	1012	64.0%	873	46.6%
Evening	0	0.0%	1	0.7%	569	36.0%	1002	53.4%
On-Campus	732	100.0%	149	100.0%	1247	78.9%	1219	65.0%
Off-Campus	0	0.0%	0	0.0%	334	21.1%	656	35.0%
Transfer	511	69.8%	99	66.4%	533	33.7%	343	18.3%
Occup./Tech.	150	20.5%	24	16.1%	309	19.5%	210	11.2%
Developmental	4	0.5%	0	0.0%	16	1.0%	9	0.5%
Unclassified	67	9.2%	26	17.4%	723	45.7%	1313	70.0%
A.A./A.S.	511	69.8%	99	66.4%	533	33.7%	343	18.3%
A.A.S.	148	20.2%	23	15.4%	296	18.7%	189	10.1%
Diploma	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Certificate	2	0.3%	1	0.7%	13	0.8%	21	1.1%
Developmental	4	0.5%	0	0.0%	16	1.0%	9	0.5%
Unclassified	67	9.2%	26	17.4%	723	45.7%	1313	70.0%
TOTAL	732	100.0%	149	100.0%	1581	100.0%	1875	100.0%

SOURCE: VCCS end-of-term AKT tapes.

Demographically, with the exception of the sex of full-time students, returning and non-returning students, whether full-time or part-time, were quite similar. A slightly higher percentage of non-returning students were white, and a slightly lower percentage were from within the PVCC service region. In terms of sex, a much higher percentage of full-time, non-returning students were male than female. Approximately two-thirds of all full-time, non-returning students were males, while less than one-half of all full-time, returning students were males.

With respect to enrollment characteristics, returning and non-returning students differed most significantly according to new/returning status. As can be seen in Table 11, the proportion of new to returning students was much higher among non-returning

students than among returning students. This is hardly surprising, however, as it has already been shown that retention rates for new students were lower than those for returning students (see Table 4).

Part-time returning and non-returning students differed more than did full-time and curricular to non-curricular returning and non-returning students. While the proportions of day to evening, on-campus to off-campus, were approximately the same for full-time returning and non-returning students, part-time non-returning students were more likely to study off-campus during the evening. This should not be too surprising, though, since a number of courses offered during the evening off-campus are designed for personal satisfaction as opposed to fulfilling curricular requirements.

CONCLUSIONS

Retention rates for 1990-91 were similar retention rates for 1989-90 and 1988-90 and to fall-to-winter retention rates from earlier years. Slightly over one-half of all students enrolled during one term re-enroll at PVCC and complete the subsequent term. Over 80% of all full-time students enrolled during one term re-enroll at PVCC and complete the subsequent term. Approximately two of every three curricular students return from one term to the next. The retention rate for freshmen and sophomores is nearly 70%. Part-time students who return to the college from one term to the next are usually enrolled in programs leading toward degrees and study on the

college's main campus. Part-time, non-returning students, on the other hand, are usually non-curricular and study off-campus during the evening.

One finding in the study is worth particular mention. In 1988-89, the retention rate for full-time black students was 22.3% lower than that for full-time white students. The rate was also 8.4% lower than the fall-to-winter rate for full-time black students in 1987-88. However, in 1989-90 the retention rate for full-time black students was only 4.9% lower than that for full-time white students. In 1990-91, the rate was 2.5% *higher* than the rate for whites. Clearly, the initiatives implemented by the college in 1989-90 with respect to minority recruitment and retention have been successful.

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